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Online self reported information: Facebook, a hiring tool for businesses

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Online self-reported information: Facebook a hiring tool for businesses

by

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A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of
MASTER OF SCIENCE

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CHAPTER 1. INTRODUCTION

1.1 Overview

Global business competition and customer expectations have increased over the years making a firm's growth, or even survival, extremely difficult. Organizations have realized the importance of hiring the right person for the right job the first time. Failure to do so leads to wasted time, wasted money, possible loss of business, and employee turnover. Recently, the Internet has become a potential tool for employers to use during the hiring process for recruitment and selection. Simple name searches using popular search engines like Google or Yahoo allow employers access to all sorts of digital information. In addition, multiple online personalized resources like blogs, personal websites, online portfolios, and social networking sites have opened the doors to a whole new medium for gathering information on potential employees.

Online social networking sites are blank canvases where individuals can paint a reflection of one's life and share it with a virtual audience. These sites have made it possible for people to build colorful representations of one's experiences, interests, friends, and personal information. A member of an online social network site has the ability to disclose a wide range of personal information independently and freely with little scrutiny. A 2005 survey found that roughly 90% of college students participate in a social network community primarily Facebook, MySpace, and Friendster (Stutzman, 2006).

There has been very little academic research done on online social networks due to the fact it is relatively new. There are currently a large number of unanswered questions

concerning the concept of identity, self-presentation, and online personas in the realm of cyberspace. In addition, little is known about the relationship between an individual's online self reported persona and the extent in which a company uses that persona in its hiring process. Recent reports have shown that companies are becoming aware of online social networks and have thought of using online social networking sites to research potential employee candidates. This type of online screening can be done in private and with little or no cost to a company.

1.2 Definition of Terms

Online Social Networks

Online social networks are websites designed to connect people together in a virtual environment.

Facebook

Facebook is a college-centric social networking website developed to allow users to interact with friends, create personal profiles, post photos, and post messages. A sample of a user's profile is included in Appendix E.

MySpace

MySpace is a social networking website offering an interactive, user-submitted network of friends, personal profiles, groups, photos, music, and videos.

Blogs

A personal blog is a website that enables the user to communicate to and receive responses from a loosely defined social network in a journal style displayed in a reverse chronological order.

Online Self Reported Personas

In the context of this study, an online self reported persona is defined as the data or information an individual uses to actively participant in conveying their character to an online audience.

Selection

Selection is the process of sorting a pool of applicants and choosing the candidate that is the best fit (Newell, 2005)

Recruitment

Recruitment is the process of attracting people who might make an organizational contribution to fill a particular role or job (Newell, 2005).

Lifestyle

In the context of this study, lifestyle is defined as the way a person behaves outside the work environment. Lifestyle also refers to an individual's attitudes, values, traits, and personality.

SurveyMonkey.com

SurveyMonkey.com is an online tool for creating and implementing professional online surveys quickly and easily. The site is also provides the hosting of the surveys, collecting of the responses, and analyzing of the results.

1.3 Purpose of the Study

This research project was developed because of who I am as a graduate student, Facebook users, and future employee candidate. I often question in my mind whether information I post online is being used to evaluate me as a person. Thus, the purpose of this study is to explore to what extent content from an online self reported profile, Facebook,

influences companies' hiring decisions. An online self-reported profile in this case is divided into sections defined by Facebook: personal information, education, friends, groups, hobbies, interests, photographs, and message wall. The examination of how companies view each section is important to this study because it is anticipated that it will be possible to identify their effect on a hiring decision. The study attempts to uncover what information on a Facebook profile is meaningful or useful to a company and if this information is used to infer or assess an individual's lifestyle or personality.

1.4 The Research Questions

This research study focuses on discovering to what extent employers are using Facebook in their hiring decisions. In addition, the study tries to uncover the fundamental reasons why an employer would want to view a Facebook profile and seeks out the underlining relationships between an online persona and its use in evaluating an employee candidate. Likewise, the study attempts to reveal the important categories or types of data available on Facebook that are of significance to a potential employer. The overall purpose of the study is to address and explore an untapped research area providing grounded information for future studies.

1.5 Assumptions

This study has a few fundamental premises that must be addressed. The study was designed to question a company on their use of Facebook and the usefulness of the site's information in assessing a potential employee. It is assumed that the participants will respond voluntarily and truthfully. In addition, it is assumed that participants will follow instructions

and answer only the questions they understand. Lastly, the study assumes the participants receive the emailed cover letter and are able to access the questionnaire if they choose to do so.

1.6 Limitations

The primary focus of this study is on the companies who recruited at the Iowa State University's Career Fair and excludes the companies who do not participate, limiting the focus of the project and restricting the selection of participants. Moreover, participants chosen for the study were pulled from business cards that companies left voluntarily at the career fair limiting the number of available participants. Additionally, because grounded theory approach was undertaken to complete this project, the results are specific to this study.

Limitations must also be considered when interpreting the results of the analysis. The small number of methods used may be a limit to the project and the use of additional methods, such as observations and semi-structured interviews, may have been helpful to further triangulate the data. The design of the questionnaire, including coding and interpretation of the data, may have been influenced by the researcher not apparent during the analysis of the project. Additionally, the study was limited to the questions developed and asked by the researcher. Finally, the study was limited by the researchers time frame and understanding of grounded theory.

1.7 Significance of the Study

Due to the lack of research in this area, this research study provides a foundation for uncovering relationships between an online persona from Facebook and its use by employers.

The study explores whether or not online personas are important to employers and if so why. In addition, the study investigates if employers feel that an individual's self created Facebook profile is a good represent of the user's real identity. Likewise, it is important to make Facebook users' aware of the fact that their profiles may be used by employers to evaluate them. Lastly, this study adds to the research and literature of online social networks, currently an untapped research area.

CHAPTER 2. REVIEW OF LITERATURE

2.1 Recruitment Process

The recruitment process is the way in which a company or organization attracts people to fill a particular role or job (Newell, 2005). Recruitment can become necessary when an existing employee leaves, gets promoted, or when an organization experiences growth. Recruitment begins with a systematic review of the organization's requirements: job description, person specification, and expected job competencies. The job description illustrates the specific demands of the job and emphasizes those that are crucial for success. Person specification involves relating personal characteristics to the prior identification of job. Often times this relies heavily on the recruiter's personal judgment in determining exactly what human qualities are associated with successful performance. Contrary to this, job competencies focus on behaviors rather than personal characteristics. Human resource departments that choose to use this approach seek to define a series of effective individual behaviors that promote and contribute to the success of the organization and its culture (Newell, 2005).

After the organization has undergone their systematic review, they begin the recruitment process through either internal or external recruiting (Newell, 2005). Internal recruiting involves promoting within the organization. Internal recruits tend to already understand how the organization operates, cutting down on learning time. Internal recruiting may also provide an organization with flexibility to move employees from one area to another to help balance the workload and also provides motivation to existing employees

who see a potential for promotion. Without having to pay advertising and recruiting costs, internal recruiting is cost efficient and saves the company money; however, there are times when companies must recruit externally. External recruiting sources include employee referrals, employment agencies, 'walk-ins', or replies to help wanted inquiries. Throughout the years the majority of businesses used newspapers, television, radio, and employment agencies to attract potential applicants (Newell, 2005). In today's interactive world businesses have turned to various forms of online advertising as other effective recruiting tools. These innovated forms include online newspapers, magazines, corporate websites, and job banks, such as *Careerbuilder.com* and *Monster.com*. In 2004, 82% of employers used corporate websites in their efforts to advertise jobs and attract applicants (Czerny, 2004) (Kinard, 1996) (Engleman & Kleiner, 1998) (Dipboye, 1991) (Kleiner & Roselius, 2000), 2004).

2.2 Selection Process

The internet is increasingly playing a role in the recruiting process, but does it play a role in the selection process? Once the applicants have been recruited, a firm must begin to weed out the less qualified applicants. This is done through the selection process. Selection decisions can be made through a variety of methods such as resumes, applications, background checks, and most often, interviews (Newell, 2005). First, employers will look at applications, resumes, and applicants' personal references to examine which applicants meet the job qualifications, resulting in the elimination of applicants who do not meet the qualifications. An employer must realize that the application, resume and references are designed to create a favorable impression rather than mention faults. Employers must also

beware of fraudulent resumes. According to a study done by Equifax Services of Atlanta, Georgia nearly 69% of resumes submitted containing erroneous information (Kinard, 1996).

The most qualified applicants are selected for an interview. A selection interview has been defined as “a dialogue initiated by one or more persons to gather information and evaluate the qualifications of an applicant for employment” (Dipboye, 1991). Interviews try to get a grasp on the interviewee’s background, work experience, personality, and character (Newell, 2005). Often interviews will contain questions dealing with specific situations that are likely to happen on the job and use these to establish how the interviewee would react in the situation. Interview questions need to be suited to the necessary qualifications, skills and traits that were identified for the job. The interviewer is prohibited under law to ask discriminatory questions. The Equal Employment Opportunity Commission defines discriminatory questions as ones that are used to disqualify candidates based on age, sex, marital status, ethnic origin, religious preference (Deems, 1995). Although interviews tend to be the most common applicant-screening tool, it is often the weakest. An interview allows the interviewer to assess the applicant’s social skills and communication abilities, but does not detect honesty or trustworthiness (Engleman & Kleiner, 1998).

Screening tools such as resumes, references, personal interviews, and application forms are generally inadequate in preventing liability for negligent hiring because these tools are not designed to detect possible violent or antisocial behavior or tendencies (Engleman & Kleiner, 1998). For this reason the majority of companies also screen applicants using background checks. Some common background checks include: criminal background checks, drug testing, and past employer perceptions (Kleiner & Roselius, 2000).

When all the information is gathered and testing is complete employers then make their hiring decision. But is there another way in which companies can legally find out more about their applicants, weed them out more efficiently, and save not only time but money as well?

In today's business companies human resource departments are always looking for new ways to select the most qualified candidate for the job while saving money. The internet has given way to new tools for companies to use during the hiring process. In 2006 ExecutNet surveyed 100 executive recruiters and asked them whether or not they used the internet as a background screen tool to learn more about applicants. According to the study, 77% of the recruited did use search engines, such as *Google* and *Yahoo* to check candidates' background. The study also found that 35% of the recruiters have eliminated a candidate from consideration based on the discovered online information (ExecuNet, 2006). A similar study was done the National Association of Colleges and Employers (Palank, 2006). The National Association of Colleges and Employers surveyed 254 organizations in the services, manufacturing, and government-non-profit sectors asking about online recruiting and selection practices. The poll found that 26.9% of employers surveyed do use *Google* and other social networking Web sites to check the backgrounds of job applicants (Palank, 2006). Likewise, a vignette from CNN reported that 43% of the employers they surveyed also run Internet background searches on perspective candidates by using social networking websites, such as *Facebook* and *MySpace* (McIntosh, 2006). So what exactly is a social-network website?

2.3 Online Social Networking

In recent years online social networking has grown from niche trend to mass online frenzy. Social networking sites are online spaces in which individuals or members use to represent themselves and meet others. The majority of social networking sites share a core feature called the “profile”. The “profile” is the way in which the member represents him or herself to other members online. The basic purpose of social networking sites is this online interaction and communication. However, social networking sites’ purpose and communication tools can differ dramatically from site to site. For example, *Match.com* is one of many match-making sites oriented towards romantic relationships, while *LinkedIn.com* focuses on work-related contexts. Many sites also differ in their setup and rules. First, the idea of real identity changes across different types of sites. The majority of dating websites discourage the use of real names and personal contact information; however the college website *Facebook.com* encourages members to reveal their true identity so that they are able to connect participants’ profiles to their public identities. Some sites tolerate the use of real names but only allow the first name to appear with their online persona and not their last name.

Another way in which social networking sites differ is the type of information they allow members to reveal. Information can range from hobbies, interests, sexual preferences, contact information, pictures, and all sorts of other private information. Some sites allow you to write anything you want, such as *livejournal.com*, whereas other sites restrict the member’s communication freedom. Who and how much information may be seen by other members is another way in which these social networking sites can differ. On certain sites any member may view any member’s profile and information. However, on different sites

members maybe limited to what information they can see if any. It's clear to say online social networks vary and offer different things for different people.

So why are online social networking sites becoming insanely popular in today's society? Many users look to these sites as a communication tool to interact with offline friends and acquaintances, while some people use them to meet new people. Many people are drawn to the possibility of face-to-face meetings that may transpire from these new relationships. Others are searching for acceptance, love, and attention. For whatever reason, use of online social networks has dramatically increased. In a 2005 survey 90% of undergraduate students surveyed participated in a social networking community, primarily *Facebook*, *MySpace* and *Friendster* (Stutzman, 2006). The majority of these undergraduate students are members of the college-centric social networking site, Facebook.

2.4 Facebook

Mark Zuckerberg, then a Harvard undergraduate student, founded Facebook in 2004 (Ellison, Steinfield & Lampe, 2006). According to Zuckerberg, "The idea for the website was motivated by a social need at Harvard to be able to identify people in other residential houses" (Moyle, 2004). Facebook is a social networking community that uniquely distinguishes themselves from other sites in that they focus around universities (Ellison, Steinfield & Lampe, 2006). In fact, "Facebook" is actually a collection of sites, each focused on one of 2,000 individual colleges (Jones & Soltren, 2005). When Facebook was first launched, it was a college-centric focused network; requiring users to have a college .edu email address in order to register. Once a user is registered they are associated with their college network and are able to browse the profiles of students of that network or friends of

their network. The Facebook online community, composed mostly of college students, is an ideal target segment for advertising companies. Currently, the majority of the site's revenue is created through targeted advertising to users of the site and partnerships with firms such as Apple and JetBlue (Jones & Soltren, 2005).

In the past few years Facebook has evolved from a hobby to a full-time job for Zuckerberg and friends. In May of 2006 Zuckerberg decided to open Facebook's doors to company networks (Smith, 2006). Within two and a half months 15,000 company registrations were received. The world's largest corporations are well represented, as well as thousands of small local business. Facebook now boasts more than 8 million registered members from universities, high schools, and workplaces across the country (Palank, 2006).

According to Stutzman (2005), Facebook allows users to post the most amount of information compared to its competitor social networking sites *MySpace* and *Friendster*. So what sorts of information does Facebook allow a member to post? First, there is first-party information that is needed to register. A name, an e-mail address, and user status (one of: Alumnus/Alumna, Faculty, Grad Student, Staff, Student and Summer Student) is necessary (www.facebook.com, 2006). Any information posted beyond the required fields is posted by the will of the user. A registered user's Facebook settings can be divided into eight basic categories: profile, friends, photos, groups, events, messages, account settings, and privacy settings.

Profile information is divided into six basic categories: Basic, Contact Info, Personal, Professional, Courses, and Picture (Appendix E). The user is allowed to post personally identifiable information within these categories (www.facebook.com, 2006). The information entered may include the user's hometown, their current residence, and other contact

information, personal interests, and job information. User's profiles are also shown through a photograph if the user chooses to post one.

Facebook currently has three main features that have to do with third parties associating information with a user's profile: the "User's Friend List", the "Wall", and the "My Photo Album" (www.Facebook.com, 2006). The User's Friend List allows viewers to see who the user's friends are and what networks they belong to. The User's Friend List also gives the viewer the ability to send friend requests to user's friends. The "Wall" is a bulletin board on the user's page where other users can leave notes, birthday wishes, and other personal messages. In "My Photo Album" users are allowed to upload, store, and view photos. The users can then tag these photos and cross-link them to other users' profiles that are in the picture. Users may disable others' access to their wall, but not the photo or friend features. Facebook also offers add-on features such as the ability to join or create groups, create and post events, and send other users messages (www.Facebook.com, 2006).

The amount of information a Facebook user posts on their profile ranges from user to user, but how valid is the information they actually post? In 2005 Acquisti and Gross analyzed the online behavior of 4,000 Carnegie Mellon University students that joined the popular online social networking site, Facebook. The researcher's results were astonishing. The study found that 90.8% of the profiles contained an image, 87.8% revealed the user's birth date, 39.9% listed a phone number, and 50.8% listed their current address (Acquisti and Gross, 2005). When examining the profiles that contained an image, researchers found that 80% of the images contained at least some information useful for true user identification. The study also found that 89% of user's names on Facebook are valid. This study suggests that

the majority of Facebook member's profiles contain valid information and therefore members must feel a sense of security (Acquisti and Gross, 2005).

How much privacy does online social networks like Facebook have, and what effects does this have on its members? Online social networking sites' privacy implications depend on how valid and reliable the user's posted information is and who is allowed to see that information (Acquisti and Gross, 2005). Facebook is straightforward about how they handle participants' personal information. Its privacy policy (www.Facebook.com, 2006), states that the site "will collect additional information about its users, such as instant messaging, not originated from the use of the service itself." The report also states, "Participants' information may include information that the participant has not knowingly provided and that personal data may be shared with third parties" (www.Facebook.com, 2006). Facebook does give users their own privacy feature called "My Privacy". The "My Privacy" feature offers users flexibility when choosing who is allowed to see their information (www.Facebook.com, 2006). By default, all other users at a user's school are given the right to see that user's information. The "My Privacy" feature also allows the user to specify who can see them in searches and which users can see their profile or contact information.. A blocking feature enables the user to block specific people from seeing their profile.

Does the "My Privacy" feature actually offer privacy and security to members? In December 2005 Jose Hiram Solten and Harvey Jones released a 76-page survey on potential security risks and the faulty safety measures that left the users vulnerable for attacks (John, 2006). Solten and Jones proved their statements by pulling information from user profiles in four of their local networks, bypassing Facebook's security, which was in place to stop unwanted users from accessing profiles. Chris Kelly, vice president and chief privacy officer

for Facebook stated, “It was glossed over in the study- the fact that not every user on Facebook can get access to every profile.” Kelly went on to say, “The security systems Facebook has in place now will ensure there are no other attacks like Soltren and Jones’ in the future.” It’s important to note that all the information posted on Facebook is provided willingly by the user. Acquisti and Gross (2005) believe that users have a relaxed attitudes towards personal privacy and too much faith in the networking service. This faith or trust blinds users of the possible risks that come along with a relaxed attitude towards personal privacy.

As mentioned earlier, Facebook contains more valid and reliable personal information, which in turn causes more potential privacy risks, such as identity theft, online and physical stalking, and blackmailing (Acquisti and Gross, 2005). Are these the only dangers Facebook members need to worry about? Existing research has shown that employers are using certain online social networks, like Facebook, as a background screening tool on job candidates (as cited in McIntosh, 2006; ExecuNet, 2006; Finder, 2006; Jarboe, 2006; Linhardt, 2006; Palank, 2006). According to the article, “Job hunters, what’s in your online profile?” many experts believe student’s online profiles are arguably better representations of that person’s life because it’s real, not polished or controlled. Steven Rothberg, president of CollegeRecruiter.com, stated in the article, “I would expect that, this fall, 25 to 50 percent of employers who are engaged in college hiring will use MySpace and Facebook as part of their background process” (Jarboe, 2006).

CHAPTER 3. METHODS

This chapter discusses the history and theoretical basis of grounded theory methodology and how it pertains to this research project. Grounded theory methodology has continued to transcend in many ways since it was first introduced in the 1960's by Glaser and Strauss, offering many different approaches of completing the research process (Glaser 1979). Ground theory includes all the steps from data collection to producing some sort of proposed theory. My research process was conducted using a general inductive approach. The analysis takes those relevant variables from competing theories that *fit* and *work* and integrates them into a proposed model.

3.1 Grounded Theory Methodology

Grounded theory is an integrated set of conceptual hypotheses that are systematically generated from data, and obtained from social research (Glaser, 1979). Glaser and Strauss, two American sociologist researchers from the opposing paradigms of quantitative and qualitative research, developed grounded theory each with separate approaches. Glaser introduced comparative analysis to the process from a quantitative researcher prospective, while Strauss used the theory of symbolic interactionism to strengthen the methodological approach of grounded theory. The blending of the two has enabled the development of grounded theory to facilitate the plausible explanation of people's actions (Miller & Frederick, 1999). The most critical aspect of grounded theory that differentiates it from other qualitative research methods is its emphasis upon theory development (Strauss and Corbin, 1994). Grounded theory is considered to be particularly appropriate when little is known

about a topic and there are few existing theories to explain a particular phenomenon (Hutchinson, 1988). A theory is said to be grounded when it emerges from and generates explanations of relationships and events that reflect the life experiences of those individuals, groups and processes we are attempting to understand (Denzin, 1978).

Grounded theory methodological framework allows researchers to generate hypotheses after observing what is happening in a particular interactive environment not previously explored. Researchers have continued to use and modify methodological processes to guide further developments. Use of grounded theory methodology provides continuous, ongoing analysis that is intended to eliminate biases and preconceived notions of findings. This also enables theoretical perspectives to emerge when the researcher stays open to emerging theoretical frameworks during the data analysis process. It is important that the researcher enters the research setting with as few predetermined ideas as possible so that they are able to remain sensitive to the data when recording events without first having them filtered through pre-existing hypotheses and biases (Glaser, 1979).

According to Glaser (1979) grounded theories are interesting and people tend to remember and use them. The criterion for doing and critiquing grounded theory relies on the fit, workability, relevance and modifiability of the methodology. The term fit refers to the categories of the theory must fit the data and not be forced or selected to fit pre-conceived or pre-existent categories or discarded in favor of keeping an extant theory intact (Glaser, 1979). In most cases the criteria for fit is automatically met because categories are generated directly from the data. The grounded theory must fit the data to have validity. Workability means a theory should be able to explain what happened, predict what will happen and interpret what is happening in an area of substantive or formal inquiry (Glaser, 1979). This is

achieved by getting by systematic social research in terms of getting the facts of what is going on. For the theory to work it must be relevant to the action of the area. Grounded theory arrives at relevance when it allows core problems and processes to emerge. In addition, grounded theory is not disproved by new data; instead it goes through an analytical change and is modified (Chamberlain, 1999).

According to Glaser (1979) three general inductive approaches to grounded theory have emerged. The first approach is completely unsystematic where the researcher simply reads data and gives common sense impressions in theoretical language as they have occurred. The second, an over-all grounding approach, is when the researcher systematically develops a few major categories then proceeds to analytically describe them at length with data. The third, detailed grounding approach (Gross, Acquisti, & Heinz, 2005), is when the researcher systematically analyzes data sentence by sentence by constant comparison as it is coded until a theory is formed. The constant comparison method is the hallmark of the inductive process used in grounded theory research for the purpose of conceptualization (Glaser, 1979).

In grounded theory, the construct of validity refers to the meaningfulness of the findings (Frontman & Kunkel, 1994). In this case, the meaningfulness is how the data, categories and proposed models reflect the participants' experiences with using online self reported information from Facebook in assessing a potential employee and its relationship to their hiring process. According to Frontman & Kunkel (1994), reliability is the degree that there is correspondence between the data and the data's assimilation to categories (Frontman & Kunkel, 1994). However, this does not imply that the categorization will be the same across researchers and time.

3.2 The Questionnaire

A questionnaire, entitled “Online Self Reported Information”, was developed solely for this research study to collect a range of data to be use in constant comparison. The surveys’ questions pertain to attitudinal items, behavioral items, and factual items. The questionnaire uses two different types of scales to measure the items, a continuous scale and a categorical scale. The continuous scales consisted of 3-point, 4-point and 5-point Likert-type scales that were used to measure the participant’s level of agreement, level of importance, and level of influence. The categorical scales were used to collect basic information regarding company size, company assets, and essential yes/no questions. Lifestyle was the basic construct or core category for the development of the survey questions.

A pilot study was conducted in order to evaluate and test the effectiveness of the questionnaire format, content, expression and importance of items. The pilot study determined whether questions needed to be added or deleted before proceeding. The questionnaire was sent to ten companies who recruited at the Iowa State University Fall 2006 Career Fair. The pilot study produced five responses. A trial run of the analysis of results was also accomplished in the pilot study (Appendix C). In addition, two participants were asked additional questions concerning the formatted of the questionnaire and answerability of the questions. The participants agreed that the questionnaire was easy to follow and understand. There were no substantial changes made to the questionnaire after the pilot study.

3.3 Participants

One hundred companies were selected as a convenience sample. The participants were companies who recruited at the Iowa State University Fall 2006 Career Fair. Each participant was selected from a collection of business cards left after the Iowa State University Fall 2006 Career Fair. Participants were sent an email (Appendix A), which provided a description of the study. In addition participants were asked to voluntarily fill out a questionnaire (Appendix B), which was hosted on *SurveyMonkey.com*. All participants were assured anonymity and encouraged to answer the questions truthfully. All the necessary ethical considerations for this study were taken and approval was granted from the Institutional Review Board (IRB) of Iowa State University.

3.4 Instrumentation

Electronic mail was used as a tool to inform participants of the study and provide a direct link to the online survey. As defined on *www.thefreedictionary.com* (2006), email is a communication system for sending and receiving messages electronically over a worldwide computer network. It is assumed all emails sent to participants were received by the participants. Three steps were taken to ensure a high response rate. The first was identifying the personnel responsible for recruiting or hiring from the selected companies. The second was to send an email with a personalized cover letter describing the study and supply a direct link to the survey. The third consisted of a follow-up email sent to all participants a week after the first email. Due to the lack of statistical evidence, the reliability and validity of electronic mail can only be assumed.

SurveyMonkey.com was used as a tool to create and administer the survey to selected companies who recruited at the Iowa State University 2006 Fall Career Fair. The site was also used to record and analyze the participant's results.

3.5 Procedures

The convenient sampling was created by gathering a list of the companies who recruited at the Iowa State University 2006 Fall Career Fair and selecting 100 participants from a collection of business cards. The selected participants were emailed a cover letter describing the nature of the study and an attach web link to the online survey. The cover letter included detailed instructions informing participants of the purpose of the study and how to complete the questionnaire. The letter also secured anonymity of participants by promising all of their information would be confidential and destroyed once the results were concluded. In addition, no information would be gathered to identify a certain participant or company. The participants would establish consent by voluntarily clicking the website link to the questionnaire, hosted by *SurveyMonkey.com*. The questionnaire was estimated to take between 5-7 minutes to complete. When the participants were finished with the questionnaire, *SurveyMonkey.com* displayed a completion page and records the participant's responses.

CHAPTER 4. RESULTS

In this chapter I will present the results from the online questionnaire. The results of the questionnaire will be presented and displayed using three main groups: Group A consists of all the participants, Group B consists those participants who have used Facebook to look up a potential employee, and Group C consists of the participants whom have not use Facebook. From the convenience sample of the 100 selected companies, 40 companies participated in the study by completing the questionnaire. Overall, 12 of the 40 participants (30%) have used Facebook to search or lookup a potential employee.

Group A – 40 participants.

Group B – 12 participants (have used Facebook)

Group C – 28 participants (have not used Facebook).

Note: Group B and Group C tables and figures (see Appendix D).

The first two questions of the survey were designed to assess the company size of the participants. Roughly 50% of the participants in the sample were from companies with over 1000 employees and company assets greater than 20 million. 38 of the 40 participants (95%) responded that there company does perform background checks on potential employees. Additionally, 39 of the 40 participants (97.5%) recruit college students for potential employment opportunities.

The study found that 60% of the participants agree that potential employee's lifestyles are taken into account during the hiring process, while 20% are undecided and 20% disagree. When asked if it is important to match a potential employee's lifestyle with that of the company; 65% of the participants agreed, 17.5% were undecided, 17.5% disagreed. In

addition, 23 of the 40 participants (57.5%) agree that a potential employee's lifestyles that goes against those of the company's would play a role in hiring that person, while 27.5% are undecided and 15% disagree.

According to participants when asked how often they would use Facebook to research a potential employee, 21 of 40 participants (52.5%) answered occasionally, while 10% answered always, and 37% answered never. Moreover, 33 of the 40 participants (75%) believe a user's information on Facebook is public information. However, it is unclear whether or not a user's information is perceived as being accurate. The study shows 27 of the 40 participants (67.5%) are undecided, 20% agree, and 7.5% disagree that Facebook information is accurate. Furthermore, of those participants who have used Facebook to research potential employees (Group B), 5 of the 12 or (41.7%) believe Facebook information is accurate (Appendix D).

According to 21 of the 40 participants (52.5%) agree that a Facebook profile gives a sense of a user's lifestyle, while 45% are undecided and 2.5% disagree. Additionally, 11 of 12 participants (91.7%) from Group B agree a user's profile reflects their lifestyle (Appendix D). When participants were asked if Facebook can be used as a background checking tool, 42% agree, 22.5% are undecided, and 35% disagree. Can a Facebook profile influence whether or not a candidate gets the job over another candidate who does not have a Facebook profile? The study found that of Group A: 37.5% agreed, 32.5% are undecided, and 30% disagreed. Group B participant's results where 75% agree, 25% are undecided, and no one disagreed. Group C participant's results where 20.5% agreed, 35.7% are undecided, and 42.9% disagreed.

Additional descriptive statistics obtained from the questionnaire are presented through the rest of the chapter.

Table 1: Question 4 - Group (A) Results

How important is each type of background check during the hiring process?					
	Very Important	Important	Neutral	Unimportant	Response Average
Criminal Record Search	65% (26)	25% (10)	8% (3)	2% (1)	1.48
Employment Verification	45% (18)	48% (19)	8% (3)	0% (0)	1.63
Education Verification	42% (17)	45% (18)	10% (4)	2% (1)	1.73
Driving Record	20% (8)	25% (10)	35% (14)	20% (8)	2.55
Credit Check	12% (5)	18% (7)	52% (21)	18% (7)	2.75
Person References	35% (14)	45% (18)	15% (6)	5% (2)	1.90
Civil Court Record	28% (11)	28% (11)	32% (13)	12% (5)	2.30
Sex Offender Registry	52% (21)	18% (7)	20% (8)	10% (4)	1.88
Online Search Engine	0% (0)	12% (5)	68% (27)	20% (8)	3.08
Total Respondents					40

There was one category with a noticeable difference in responses (Appendix D).

Online Search Engine – Group A = 3.08 | Group B = 2.75 | Group C = 3.21

Table 2: Question 5 - Group (A) Results

How often do you perform each type of background check?				
	Always	Occasionally	Never	Response Average
Criminal Record Search	70% (28)	22% (9)	8% (3)	1.38
Employment Verification	72% (29)	25% (10)	2% (1)	1.30
Education Verification	50% (20)	38% (15)	12% (5)	1.63
Driving Record	25% (10)	45% (18)	30% (12)	2.05
Credit Check	18% (7)	50% (20)	32% (13)	2.15
Personal References	55% (22)	38% (15)	8% (3)	1.53
Civil Court Record	35% (14)	40% (16)	25% (10)	1.90
Sex Offender Registry	32% (13)	32% (13)	35% (14)	2.03
Online Search Engine	0% (0)	58% (23)	42% (17)	2.43
Total Respondents				40

Table 3: Question 11 - Group (B) Results








Select the reason or reasons why you haven't used Facebook to search or lookup a potential employee.			
		Response Percent	Response Total
It's unethical		10.7%	3
It's not useful		3.6%	1
Not trustworthy		14.3%	4
Unfamiliar with Facebook		53.6%	15
Not aware of the information available on Facebook		21.4%	6
Has not been necessary to use Facebook		39.3%	11
Other (please specify)		3.6%	1
Total Respondents			28

Table 4: Question 14 - Group (A) Results

When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?					
	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	5% (2)	40% (16)	28% (11)	28% (11)	2.78
Personal Information:	8% (3)	42% (17)	25% (10)	25% (10)	2.68
Education Information:	22% (9)	45% (18)	25% (10)	8% (3)	2.18
Friends:	2% (1)	12% (5)	48% (19)	38% (15)	3.20
Hobbies:	0% (0)	20% (8)	55% (22)	25% (10)	3.05
Political Views:	0% (0)	2% (1)	48% (19)	50% (20)	3.48
Religious Views:	0% (0)	5% (2)	45% (18)	50% (20)	3.45
Date of Birth:	0% (0)	5% (2)	45% (18)	50% (20)	3.45
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	42% (17)	25% (10)	32% (13)	2.90
Total Respondents					40

Table 5: Question 14 - Group (B) Results

When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?					
	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	8% (1)	67% (8)	25% (3)	0% (0)	2.17
Personal Information:	17% (2)	75% (9)	8% (1)	0% (0)	1.92
Education Information:	33% (4)	50% (6)	17% (2)	0% (0)	1.83
Friends:	8% (1)	33% (4)	50% (6)	8% (1)	2.58
Hobbies:	0% (0)	42% (5)	50% (6)	8% (1)	2.67
Political Views:	0% (0)	0% (0)	75% (9)	25% (3)	3.25
Religious Views:	0% (0)	8% (1)	67% (8)	25% (3)	3.17
Date of Birth:	0% (0)	17% (2)	42% (5)	42% (5)	3.25
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	92% (11)	8% (1)	0% (0)	2.08
Total Respondents					12

Table 6: Question 14 - Group (C) Results

When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?					
	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	4% (1)	29% (8)	29% (8)	39% (11)	3.04
Personal Information:	4% (1)	29% (8)	32% (9)	36% (10)	3.00
Education Information:	18% (5)	43% (12)	29% (8)	11% (3)	2.32
Friends:	0% (0)	4% (1)	46% (13)	50% (14)	3.46
Hobbies:	0% (0)	11% (3)	57% (16)	32% (9)	3.21
Political Views:	0% (0)	4% (1)	36% (10)	61% (17)	3.57
Religious Views:	0% (0)	4% (1)	36% (10)	61% (17)	3.57
Date of Birth:	0% (0)	0% (0)	46% (13)	54% (15)	3.54
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	21% (6)	32% (9)	46% (13)	3.25
Total Respondents					28

Table 7: Question 14 - Group (C) Results

How does each influence your perspective of a potential employee's lifestyle? Facebook user's profile that includes:				
	Positively	Not at All	Negatively	Response Average
Photos that are sexual in nature.	0% (0)	30% (12)	70% (28)	2.70
Photos depicting alcohol use	0% (0)	45% (18)	55% (22)	2.55
Photos depicting drug use	0% (0)	20% (8)	80% (32)	2.80
Photos depicting inappropriate behavior	0% (0)	22% (9)	78% (31)	2.78
Miscellaneous photos	2% (1)	92% (37)	5% (2)	2.03
Political views differ from yours	0% (0)	98% (39)	2% (1)	2.03
Political views are the same as yours	5% (2)	95% (38)	0% (0)	1.95
Religious views differ from yours	0% (0)	98% (39)	2% (1)	2.03
Religious views are the same as yours	5% (2)	95% (38)	0% (0)	1.95
Message board containing profanity	0% (0)	58% (23)	42% (17)	2.43
Total Respondents				40

CHAPTER 5: DISCUSSION AND CONCLUSION

This section will summarize and compare the findings of this study with related or relevant existing theories. When using grounded theory, comparison with existing literature is done at the end rather than the beginning of the research process to minimize the risk of imposition of preconceived ideas on data analysis (Glaser, 1978). I will briefly summarize a few related existing theories and then use them in my discussion. In addition, I will purpose basic frameworks or models that have emerged from the research and conclude with overall outcomes of the study.

5.1 Relevant Existing Theories

5.1.1 Self-presentation & Impression Management

It is a completely normal act of presenting ones' self to others. When the goal of this act is to create a particular impression of the self upon an audience, it is referred to as self-presentations (Schlenker, 1985). Likewise, impression management is the effort of one individual to influence the impressions that are formed by others (Gardner, 1992). These impression theories have also been applied to cyberspace.

The web offers individuals a stage to create impressions or self-presentation that can be updated continuously to a virtual audience. Personal websites now provide new ways for people to create, present and maintain their personal identities on the internet. New technologies and changing patterns of communication have provided new boundaries, new opportunities for exploring different personalities, finding out about other people and routes through which the self can be established (Miller & Arnold, 2003). Goffman (1996)

describes how self presentation involves many of the preparations of acting:

The social actor has the ability to choose her stage and props, as well as the costume she would put on in front of a specific audience. The actor's main goal is to keep her coherence, and adjust to the different setting offered her. This is done mainly through interaction with other actors (Goffman, 1969).

This idea can also apply to online channels like: personal websites, blogs, e-portfolios, and social networking sites. Personal home pages can be implemented to convey an impression of one's own person and personal identity to certain audiences and addressees (e.g. potential employers, chat friends, colleagues), and to improve contact opportunities and networking (Erickson, 1996). Recently, these personal home pages have developed into profiles on social networking websites.

5.1.2 Implicit Personality Theory

How do we decide what a person is like? The term implicit personality theory refers to co-occurrence expectancies among traits and behaviors. We all have general assumptions about what personality traits go together. In addition, we build general expectations about a person after we know something of their central traits. Judgments of personality are attempts to identify the psychological properties of people, such as personality traits, that help explain past actions to better predict future actions (Funder, 1991).

5.1.3 Halo Effect & Devil Effect

The halo effect is extension of an overall impression of a person (or one particular outstanding trait) to influence the total judgment of that person. Similar to this is the 'devil

effect', whereby a person evaluates another as low on many traits because of a belief that the individual is low on one trait which is assumed to be critical (Asch, 1946). Furthermore, facial appearance has been shown to influence attributions the target person's attractiveness, pleasantness, social skills, and intellect (Adams, 1977). According to a study done by Dion (1972) individuals who were perceived as physically attractive tended to be stereotyped with more desirable personality traits than physically unattractive persons (Dion, 1972).

5.2 Models

In order to better understand the results, I used the theories mentioned above to create two basic models. The first model I developed illustrates the relationships between the potential employee, their online profile, and the employer.

Figure 1: Model representing the relationship of a potential employee, their online profile and the employer.

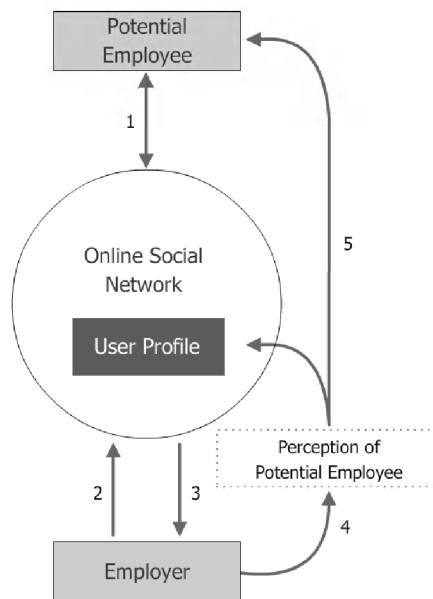
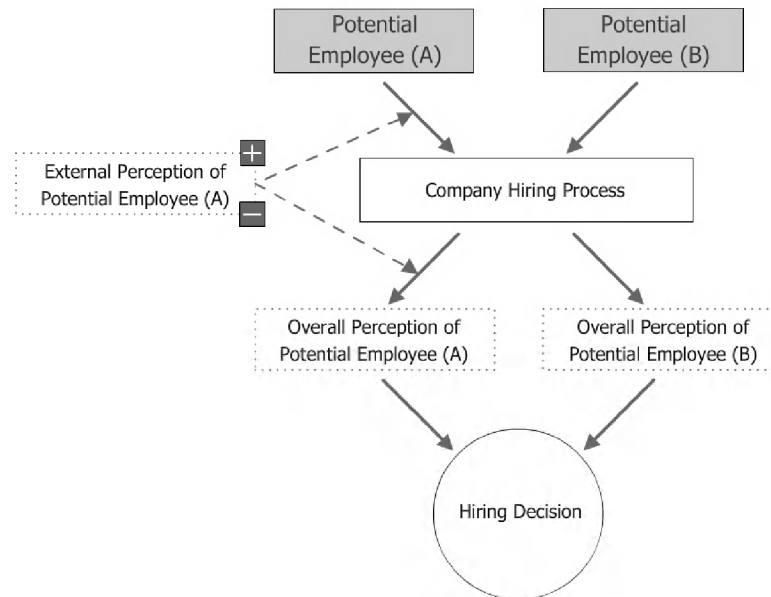


Figure 1 represents those core processes associated with individual creating an online Facebook profile that can be viewed by a potential employer. The first process deals with creating and updating a potential employee's Facebook profile. The user is attempting to create an online personal identity for an online audience. Both self-presentation theory and impression management theory can be applied during this process to explain what is taking place. Once the user has created their Facebook profile, it can be viewed by an audience in this case an employer. Process two and three refers to the employer's request and retrieval of a potential employee's profile. Once the employer has viewed the profile they develop a perception of that potential employee. This perception may be influenced by a number of actions being observed throughout sections of the individuals' profile. This perception that was created can be explained by implicit personality theory, the halo effect and stereotyping. Employers may make general assumptions about the potential employee based on observed personality traits from their profile. Likewise, their profile may also influence the total judgment of them. After this perception is developed, process five fundamental ties or associates the potential employee's online identity with that of their real identity. Why is this important?

If an employer feels that this online identity is a good representation of an individual's real identity they may feel comfortable using it in their hiring decisions. The second model I developed illustrates how this online perception of an employee ties into the hiring process. The model consists of two potential employees, having a perceived online identity based on their Facebook profile and one who does not.

Figure 2: Model representing an external perception of a potential employee being added to a hiring process.



The external perception refers to the opinion obtained from viewing the employee's Facebook profile as depicted in Figure 1. Note that an external perception of a potential employee may have a negative, positive, or neutral effect on the overall perception of that employee. The examinations of these effects were beyond the scope of this research project. However, there was evidence that showed certain types of information from a Facebook profile will reflect negatively on the employees' lifestyle.

5.3 Findings and Discussion

In this section I will present my interpretation of the findings and use the previously discussed theories and models to justify my conclusions. The intent of this study was to determine to what extent employers use Facebook information in their hiring decisions. From those companies sampled, 30% of them use Facebook to lookup potential employee

candidates. This percent is somewhat supported by two previous studies. The first, a study conducted by CNN, reports that roughly 43% of employers run internet background searches on prospective employees using internet sites including online social networking sites such as MySpace and Facebook (McIntosh, 2006). The second, found that 26.9% of employers surveyed do use Google and other social networking websites to check the backgrounds of job applicants (Palank, 2006). However, two new studies show a relatively smaller percentage. CareerBuilder.com conducted a study of 1,150 hiring managers nationwide and found that 12% of hiring managers have used social networking sites in their candidate screening (Gardner D. W., 2006). Likewise, a study conducted by the National Association of Colleges and Employers (NACE) of 257 employers nationwide, found that 11.1% review profiles on social networking sites when considering candidates for jobs (Koncz, 2006). It can be said that employers are becoming aware of online social networks and have begun to utilize this resource during the hiring process.

Results also suggest that there will most likely be an increase in the use of Facebook as a background checking tool in the future. The majority of those surveyed who have not used Facebook, haven't done so because they were either unfamiliar with it, unaware of the information available on it or it hasn't been necessary to use it. Furthermore, of those who have not used Facebook, 46.4% responded that would consider using it now that they know the site exists. It is also worth noting that 10.7% of companies feel that it is unethical to use Facebook to search or lookup potential employees.

Companies in this study feel background checks are a very important in the hiring process and partake in them often. The majority of companies sampled felt criminal record checks are the most important background check followed by employment verification,

education verifications, and sex offender registry. However, it is also worth mentioning that not always did the important background checks get performed. Sex offender registry check was selected for the most part as a very important background-checking tool but was seldom performed. Likewise, the majority of the companies were unsure how important online search engines checks were but 58% of the companies sampled used them as a background-checking tool in their hiring process. This percent falls between two previous studies. ExecuNet, who surveyed 100 executive recruiters, found that 77% of recruiters use search engines such as Google and Yahoo to learn more about candidates (ExecuNet, 2006). CareerBuilder.com performed a study of 1,150 hiring managers and found that 26% of hiring managers use internet search engines (Gardner D. W., 2006). Though these results vary significantly, it establishes that internet search engines are being used by employers to research candidates.

A portion of the study focused on the concept of “*lifestyle*” and its role in assessing a potential employee. Roughly 60% of the companies felt that a potential employee’s lifestyle is taken into account during the hiring process – 20% was undecided and 20% disagreed. The study also suggests that companies feel that it is important to match an employees’ lifestyle with that of the company. Furthermore, the majority surveyed agree that if an employee’s lifestyle goes against that of the company, it may affect whether or not that person is hired. Additionally, the research suggests that companies believe a Facebook profile gives a sense of a user’s lifestyle. One of the main reasons why companies are using Facebook is because they can get a sense of an employee’s lifestyle. Facebook now becomes a useful tool for companies to observe the behavior of potential employee candidates.

The research also uncovered what information from a Facebook profile is of importance when assessing an employee's lifestyle. Photographs, the message board, personal information, and education information all were listed as key types of information for determining a user's lifestyle and can influence the employer's perception. In addition, Facebook profiles that include photographs sexual in nature, photographs depicting alcohol or drug use, or photographs depicting inappropriate behavior will most certainly be perceived negatively. Likewise, message boards containing profanity may also have a negative influence on the perception of an employee's lifestyle. Additionally, most companies felt a Facebook profile either had a negative influence or no influence at all. The study was unable to determine if any information from a Facebook profile positively influences an employer's perception.

There are a few things that could have been done within the study to help further the research. First, the questionnaire could have been composed of supplementary questions aimed at uncovering more meaningful data. It would be helpful to know more about the participants, including their geographical location and business type. Additionally, further questions could have been asked about the usage and importance of using Facebook as a screening tool. It was unclear at the beginning of the study if companies would respond truthfully when asked about using Facebook. Therefore the questionnaire was less direct in its questioning. Also, leaving out the undecided option for certain questions may have given a better sense of the participants' true feelings, leaving less leeway. Second, observations and semi-structured interviews could have been helpful to further discover additional research questions and triangulate the data. Overall, the study achieved its goal in answering the proposed research questions and provides grounded research for future studies.

5.4 Conclusion

In conclusion, employers are aware of online social networking sites and have begun to use them as screening tools. It is important that users of online social networking sites become aware that their information is not private but readily accessible to the world. As employers strive to make the perfect hire, they're increasingly using social networking site to assess potential employees' lifestyle or behavior. Facebook has become and will continue to be an integral screening tool for employers and recruiters to use during the hiring process.

APPENDIX A. COVER LETTER

Dear:

My name is Jason Decker and I am a graduate student in Information Assurance at *Iowa State University* under the supervision of Associate Professor Sree Nilakanta. I am writing to invite you to participate in a research study in the form of a questionnaire.

My research project is entitled “Online Self Reported Information: Facebook a hiring tool for businesses”. The purpose of this study is to discover if a person’s self reported online persona effects business’s hiring decisions. The study looks at Facebook, an online social network, and the private/public information its user's post. An integral part of the research is to identify your views as the employer.

The questionnaire should take about 5 minutes to complete and is being available online using SurveyMonkey.com. Please answer the questions honestly and without bias.

This is a confidential questionnaire. All data will be dealt with confidentially and no institution or individual taking part will be identified. All participates information is classified and will be destroyed once the research project is completed. Completion of the questionnaire is voluntary. You may skip any questions you do not feel comfortable answering in a survey. Participation would be greatly appreciated. A summary of the finding will be sent to you upon request following completion of the study.

Hopefully, you will find time in your busy schedule to participate in this study. Thank you for your time and participation.

Link to the questionnaire: <http://www.surveymonkey.com/s.asp?u=59682714059>

Sincerely,

Jason Decker

APPENDIX B. QUESTIONNAIRE

Online Self Reported Information
RESEARCH QUESTIONNAIRE

Section 1:

Instructions: Please read questions carefully and answer truthfully and completely.

*Note: The term **lifestyle** in this questionnaire refers to the manner in which a person behaves outside of work.*

1.1) Select the number of employees that best fits your company.

- ☐ Under 50 ☐ 50 - 500 ☐ 500 - 999 ☐ Over 1000

1.2) What is the assets size of your company?

- ☐ \$1 million or less ☐ \$1 million to 5 million ☐ \$5 million to 20 million ☐ More than \$20 million

1.3) Does your company perform background checks on potential employees?

- ☐ Yes ☐ No

1.4) How important is each type of background check during the hiring process?

	<u>Very Important</u>	<u>Important</u>	<u>Neutral</u>	<u>Not Important</u>
Criminal Record Search:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Verification:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education Verification:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving Record:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Check:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal References:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civil Court Record:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex Offender Registry:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Search Engine:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.5) How often do you perform each type of background check?

	<u>Always</u>	<u>Occasionally</u>	<u>Never</u>
Criminal Record Search:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Verification:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education Verification:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving Record:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Check:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal References:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civil Court Record:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex Offender Registry:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Search Engine:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.6) Do you recruit college students for employment opportunities?

☐ Yes ☐ No

1.7) Potential employee's lifestyles are taken into account during the hiring process.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

1.8) It is important to match a potential employee's lifestyle with that of the company.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

1.9) If you were aware of a potential employee's lifestyle that went against your company's ideals, it would play a role in hiring that person.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

1.10) Have you used Facebook, an online social network, to search or lookup a potential employee?

☐ Yes ☐ No

*If you answered **Yes**, please skip to **section 3** of the questionnaire.
If you answered **No**, continue to **section 2** of the questionnaire.*

Section 2:

Facebook is an online social network website, with over 10 million registered users. The majority of the registered users of Facebook are college students or graduates. Facebook allows individual's to create online self reported personas to connect with friends, share interests, join groups, send messages, write notes, and post photos. A user's created profile can consist of all sorts of information including: contact information, education information, sex, relationship status, birthday, hometown, political views, and religious views.

2.1) Select the reason or reasons why you haven't used Facebook to search or lookup a potential employee.

- | | |
|--|---|
| <input type="checkbox"/> It's unethical | <input type="checkbox"/> Unfamiliar with Facebook |
| <input type="checkbox"/> It's not useful | <input type="checkbox"/> Not aware of the information available on Facebook |
| <input type="checkbox"/> Not trustworthy | <input type="checkbox"/> Has not been necessary to use Facebook |
| <input type="checkbox"/> Other: _____ | |

Answer the questions in section 3 imagining you have access to a potential employee's self reported online information from Facebook. The user's profile includes: personal photos, personal information, education information, friends, hobbies, political views, religious views, and several messages posted by friends.

Section 3:

3.1) How often do you or would you use Facebook to research a potential employee?

- ☐ Always ☐ Occasionally ☐ Never

3.2) What category do you think the user's information on Facebook falls under?

- ☐ Private ☐ Public

3.3) When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?

	<u>Very Important</u>	<u>Important</u>	<u>Neutral</u>	<u>Not Important</u>
Photographs:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Information:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education Information:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political Views:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious Views:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date of Birth:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message Board "The Wall":	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

An area to view messages from friends.

3.4) How does each influence your perspective of a potential employee's lifestyle?

<u>Facebook user's profile that includes:</u>	<u>Positively</u>	<u>Not at All</u>	<u>Negatively</u>
Photos that are sexual in nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos depicting alcohol use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos depicting drug use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos depicting inappropriate behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Miscellaneous photos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political views differ from yours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political views are the same as yours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious views differ from yours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious views are the same as yours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message board containing profanity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.5) Self reported information on Facebook is accurate.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

3.6) A Facebook profile gives you a sense of a user's lifestyle.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

3.7) Facebook can be used as a background checking tool.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

Use the following scenario to answer the final question. Imagine you have two potential employee candidates, both equally qualified for a position. You decide to see if either candidates use Facebook. John has a viewable Facebook account and Bill does not.




3.8) John's self reported persona on Facebook can influence whether or not he gets the job over Bill.




☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree


APPENDIX C. PILOT STUDY RESULTS

Online Self Reported Information Pilot Study Results

2. Section 1:


1. Select the number of employees that best fits your company.			
		Response Percent	Response Total
Under 50		20%	1
50-500		0%	0
500-999		40%	2
Over 1000		40%	2
Total Respondents			5
(skipped this question)			0




2. What is the assets size of your company?			
		Response Percent	Response Total
\$1 million or less		0%	0
More than \$1 million to \$5 million		40%	2
More than \$5 million to \$20 million		20%	1
More than \$20 million		40%	2
Total Respondents			5
(skipped this question)			0




3. Does your company perform background checks on potential employees?			
		Response Percent	Response Total
Yes		100%	5
No		0%	0
Total Respondents			5
(skipped this question)			0





4. How important is each type of background check during the hiring process?					
	Very Important	Important	Neutral	Unimportant	Response Average
Criminal Record Search	80% (4)	20% (1)	0% (0)	0% (0)	1.20
Employment Verification	80% (4)	20% (1)	0% (0)	0% (0)	1.20
Education Verification	40% (2)	60% (3)	0% (0)	0% (0)	1.60
Driving Record	20% (1)	20% (1)	40% (2)	20% (1)	2.60
Credit Check	20% (1)	0% (0)	80% (4)	0% (0)	2.60
Person References	40% (2)	60% (3)	0% (0)	0% (0)	1.60
Civil Court Record	20% (1)	0% (0)	80% (4)	0% (0)	2.60
Sex Offender Registry	20% (1)	20% (1)	60% (3)	0% (0)	2.40
Online Search Engine	0% (0)	20% (1)	80% (4)	0% (0)	2.80
Total Respondents					5
(skipped this question)					0



5. How often do you perform each type of background check?				
	Always	Occasionally	Never	Response Average
Criminal Record Search	60% (3)	40% (2)	0% (0)	1.40
Employment Verification	100% (5)	0% (0)	0% (0)	1.00
Education Verification	60% (3)	40% (2)	0% (0)	1.40
Driving Record	40% (2)	40% (2)	20% (1)	1.80
Credit Check	20% (1)	60% (3)	20% (1)	2.00
Personal References	80% (4)	20% (1)	0% (0)	1.20
Civil Court Record	20% (1)	60% (3)	20% (1)	2.00
Sex Offender Registry	20% (1)	40% (2)	40% (2)	2.20
Online Search Engine	0% (0)	80% (4)	20% (1)	2.20
Total Respondents				5
(skipped this question)				0

6. Do you recruit college students for employment opportunities?			
		Response Percent	Response Total
Yes		100%	5
No		0%	0
Total Respondents			5
(skipped this question)			0



7. Potential employee's lifestyles are taken into account during the hiring process.			
		Response Percent	Response Total
Strongly Agree		20%	1
Agree		40%	2
Undecided		0%	0
Disagree		40%	2
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

8. It is important to match a potential employee's lifestyle with that of the company.			
		Response Percent	Response Total
Strongly Agree		20%	1
Agree		0%	0
Undecided		40%	2
Disagree		40%	2
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

9. If you were aware of a potential employee's lifestyle that went against your company's ideals, it would play a role in hiring that person.			
		Response Percent	Response Total
Strongly Agree		20%	1
Agree		20%	1
Undecided		40%	2
Disagree		20%	1
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0




10. Have you used Facebook, an online social network, to search or lookup a potential employee?			
		Response Percent	Response Total
Yes		40%	2
No		60%	3
Total Respondents			5
(skipped this question)			0

3. Section 2:



11. Select the reason or reasons why you haven't used Facebook to search or lookup a potential employee.			
		Response Percent	Response Total
It's unethical		0%	0
It's not useful		0%	0
Not trustworthy		0%	0
Unfamiliar with Facebook		66.7%	2
Not aware of the information available on Facebook		0%	0
Has not been necessary to use Facebook		66.7%	2
Other (please specify)		0%	0
Total Respondents			3
(skipped this question)			2

4. Section 3:

12. How often would you use Facebook to research a potential employee?

		Response Percent	Response Total
Always		40%	2
Occasionally		40%	2
Never		20%	1
Total Respondents			5
(skipped this question)			0



13. What category do you think the user's information on Facebook falls under?



		Response Percent	Response Total
Private		20%	1
Public		80%	4
Total Respondents			5
(skipped this question)			0



14. When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?

	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	0% (0)	60% (3)	20% (1)	20% (1)	2.60
Personal Information:	20% (1)	60% (3)	20% (1)	0% (0)	2.00
Education Information:	20% (1)	60% (3)	20% (1)	0% (0)	2.00
Friends:	0% (0)	20% (1)	60% (3)	20% (1)	3.00
Hobbies:	0% (0)	40% (2)	60% (3)	0% (0)	2.60
Political Views:	0% (0)	20% (1)	60% (3)	20% (1)	3.00
Religious Views:	0% (0)	20% (1)	60% (3)	20% (1)	3.00
Date of Birth:	0% (0)	0% (0)	60% (3)	40% (2)	3.40
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	60% (3)	20% (1)	20% (1)	2.60
Total Respondents					5
(skipped this question)					0




15. How does each influence your perspective of a potential employee's lifestyle? Facebook user's profile that includes:				
	Positively	Not at All	Negatively	Response Average
Photos that are sexual in nature.	0% (0)	0% (0)	100% (5)	3.00
Photos depicting alcohol use	0% (0)	40% (2)	60% (3)	2.60
Photos depicting drug use	0% (0)	0% (0)	100% (5)	3.00
Photos depicting inappropriate behavior	0% (0)	20% (1)	80% (4)	2.80
Miscellaneous photos	0% (0)	100% (5)	0% (0)	2.00
Political views differ from yours	0% (0)	80% (4)	20% (1)	2.20
Political views are the same as yours	20% (1)	80% (4)	0% (0)	1.80
Religious views differ from yours	0% (0)	80% (4)	20% (1)	2.20
Religious views are the same as yours	20% (1)	80% (4)	0% (0)	1.80
Message board containing profanity	0% (0)	80% (4)	20% (1)	2.20
Total Respondents				5
(skipped this question)				0

16. Self reported information on Facebook is accurate.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		60%	3
Undecided		40%	2
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

17. A Facebook profile gives you a sense of a user's lifestyle.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		80%	4
Undecided		20%	1
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

18. Facebook can be used as a background checking tool.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		80%	4
Undecided		0%	0
Disagree		20%	1
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

5. Section 4:

19. John's self reported persona on Facebook can influence whether or not he gets the job over Bill.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		40%	2
Undecided		40%	2
Disagree		20%	1
Strongly Disagree		0%	0
Total Respondents			5
(skipped this question)			0

APPENDIX D. ADDITIONAL DATA RESULTS

Group B – 12 participants who do you Facebook to lookup a potential employee

Group C – 28 participants who don't use Facebook to lookup a potential employee

Table 1.1: Question 4 – Group B

How important is each type of background check during the hiring process?					
	Very Important	Important	Neutral	Unimportant	Response Average
Criminal Record Search	25% (3)	67% (8)	8% (1)	0% (0)	1.83
Employment Verification	58% (7)	33% (4)	8% (1)	0% (0)	1.50
Education Verification	42% (5)	50% (6)	8% (1)	0% (0)	1.67
Driving Record	8% (1)	25% (3)	50% (6)	17% (2)	2.75
Credit Check	8% (1)	17% (2)	50% (6)	25% (3)	2.92
Person References	42% (5)	50% (6)	8% (1)	0% (0)	1.67
Civil Court Record	8% (1)	25% (3)	58% (7)	8% (1)	2.67
Sex Offender Registry	33% (4)	42% (5)	25% (3)	0% (0)	1.92
Online Search Engine	0% (0)	33% (4)	58% (7)	8% (1)	2.75
Total Respondents					12

Table 1.2: Question 4 – Group C

How important is each type of background check during the hiring process?					
	Very Important	Important	Neutral	Unimportant	Response Average
Criminal Record Search	82% (23)	7% (2)	7% (2)	4% (1)	1.32
Employment Verification	39% (11)	54% (15)	7% (2)	0% (0)	1.68
Education Verification	43% (12)	43% (12)	11% (3)	4% (1)	1.75
Driving Record	25% (7)	25% (7)	29% (8)	21% (6)	2.46
Credit Check	14% (4)	18% (5)	54% (15)	14% (4)	2.68
Person References	32% (9)	43% (12)	18% (5)	7% (2)	2.00
Civil Court Record	36% (10)	29% (8)	21% (6)	14% (4)	2.14
Sex Offender Registry	61% (17)	7% (2)	18% (5)	14% (4)	1.86
Online Search Engine	0% (0)	4% (1)	71% (20)	25% (7)	3.21
Total Respondents					28

Table 2.1: Question 5 – Group B

How often do you perform each type of background check?				
	Always	Occasionally	Never	Response Average
Criminal Record Search	42% (5)	50% (6)	8% (1)	1.67
Employment Verification	83% (10)	17% (2)	0% (0)	1.17
Education Verification	67% (8)	33% (4)	0% (0)	1.33
Driving Record	8% (1)	67% (8)	25% (3)	2.17
Credit Check	8% (1)	58% (7)	33% (4)	2.25
Personal References	50% (6)	50% (6)	0% (0)	1.50
Civil Court Record	17% (2)	67% (8)	17% (2)	2.00
Sex Offender Registry	25% (3)	67% (8)	8% (1)	1.83
Online Search Engine	0% (0)	92% (11)	8% (1)	2.08
Total Respondents				12

Table 2.2: Question 5 – Group C

How often do you perform each type of background check?				
	Always	Occasionally	Never	Response Average
Criminal Record Search	82% (23)	11% (3)	7% (2)	1.25
Employment Verification	68% (19)	29% (8)	4% (1)	1.36
Education Verification	43% (12)	39% (11)	18% (5)	1.75
Driving Record	32% (9)	36% (10)	32% (9)	2.00
Credit Check	21% (6)	46% (13)	32% (9)	2.11
Personal References	57% (16)	32% (9)	11% (3)	1.54
Civil Court Record	43% (12)	29% (8)	29% (8)	1.86
Sex Offender Registry	36% (10)	18% (5)	46% (13)	2.11
Online Search Engine	0% (0)	43% (12)	57% (16)	2.57
Total Respondents				28

Table 3.1: Question 7 – Group B




Potential employee's lifestyles are taken into account during the hiring process.			
		Response Percent	Response Total
Strongly Agree		8.3%	1
Agree		83.3%	10
Undecided		8.3%	1
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			12

Table 3.2: Question 7 – Group C






Potential employee's lifestyles are taken into account during the hiring process.			
		Response Percent	Response Total
Strongly Agree		7.1%	2
Agree		39.3%	11
Undecided		25%	7
Disagree		17.9%	5
Strongly Disagree		10.7%	3
Total Respondents			28

Table 4.1: Group B

It is important to match a potential employee's lifestyle with that of the company.			
		Response Percent	Response Total
Strongly Agree		16.7%	2
Agree		66.7%	8
Undecided		16.7%	2
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			12

Table 4.2: Group C

It is important to match a potential employee's lifestyle with that of the company.			
		Response Percent	Response Total
Strongly Agree		14.3%	4
Agree		42.9%	12
Undecided		17.9%	5
Disagree		17.9%	5
Strongly Disagree		7.1%	2
Total Respondents			28

Table 5.1: Group B




If you were aware of a potential employee's lifestyle that went against your company's ideals, it would play a role in hiring that person.			
		Response Percent	Response Total
Strongly Agree		25%	3
Agree		66.7%	8
Undecided		8.3%	1
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			12

Table 5.2: Group C





If you were aware of a potential employee's lifestyle that went against your company's ideals, it would play a role in hiring that person.			
		Response Percent	Response Total
Strongly Agree		10.7%	3
Agree		32.1%	9
Undecided		35.7%	10
Disagree		17.9%	5
Strongly Disagree		3.6%	1
Total Respondents			28

Table 6.1: Group B



How often would you use Facebook to research a potential employee?			
		Response Percent	Response Total
Always		16.7%	2
Occasionally		83.3%	10
Never		0%	0
Total Respondents			12

Table 6.2: Group C




How often would you use Facebook to research a potential employee?			
		Response Percent	Response Total
Always		7.1%	2
Occasionally		39.3%	11
Never		53.6%	15
Total Respondents			28

Table 7.1: Group B


What category do you think the user's information on Facebook falls under?			
		Response Percent	Response Total
Private		0%	0
Public		100%	12
Total Respondents			12

Table 7.2: Group C



What category do you think the user's information on Facebook falls under?			
		Response Percent	Response Total
Private		25%	7
Public		75%	21
Total Respondents			28

Table 8.1: Group B

When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?					
	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	8% (1)	67% (8)	25% (3)	0% (0)	2.17
Personal Information:	17% (2)	75% (9)	8% (1)	0% (0)	1.92
Education Information:	33% (4)	50% (6)	17% (2)	0% (0)	1.83
Friends:	8% (1)	33% (4)	50% (6)	8% (1)	2.58
Hobbies:	0% (0)	42% (5)	50% (6)	8% (1)	2.67
Political Views:	0% (0)	0% (0)	75% (9)	25% (3)	3.25
Religious Views:	0% (0)	8% (1)	67% (8)	25% (3)	3.17
Date of Birth:	0% (0)	17% (2)	42% (5)	42% (5)	3.25
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	92% (11)	8% (1)	0% (0)	2.08
Total Respondents					12

Table 8.2: Group C

When viewing a potential employee's Facebook profile, how important is the information in determining the user's lifestyle?					
	Very Important	Important	Neutral	Not Important	Response Average
Photographs:	4% (1)	29% (8)	29% (8)	39% (11)	3.04
Personal Information:	4% (1)	29% (8)	32% (9)	36% (10)	3.00
Education Information:	18% (5)	43% (12)	29% (8)	11% (3)	2.32
Friends:	0% (0)	4% (1)	46% (13)	50% (14)	3.46
Hobbies:	0% (0)	11% (3)	57% (16)	32% (9)	3.21
Political Views:	0% (0)	4% (1)	36% (10)	61% (17)	3.57
Religious Views:	0% (0)	4% (1)	36% (10)	61% (17)	3.57
Date of Birth:	0% (0)	0% (0)	46% (13)	54% (15)	3.54
Message Board "The Wall": <i>An area to view messages from friends.</i>	0% (0)	21% (6)	32% (9)	46% (13)	3.25
Total Respondents					28

Table 9.1: Group B

How does each influence your perspective of a potential employee's lifestyle? Facebook user's profile that includes:				
	Positively	Not at All	Negatively	Response Average
Photos that are sexual in nature.	0% (0)	33% (4)	67% (8)	2.67
Photos depicting alcohol use	0% (0)	50% (6)	50% (6)	2.50
Photos depicting drug use	0% (0)	17% (2)	83% (10)	2.83
Photos depicting inappropriate behavior	0% (0)	25% (3)	75% (9)	2.75
Miscellaneous photos	0% (0)	100% (12)	0% (0)	2.00
Political views differ from yours	0% (0)	92% (11)	8% (1)	2.08
Political views are the same as yours	17% (2)	83% (10)	0% (0)	1.83
Religious views differ from yours	0% (0)	92% (11)	8% (1)	2.08
Religious views are the same as yours	17% (2)	83% (10)	0% (0)	1.83
Message board containing profanity	0% (0)	58% (7)	42% (5)	2.42
Total Respondents				12

Table 9.2: Group C

How does each influence your perspective of a potential employee's lifestyle? Facebook user's profile that includes:				
	Positively	Not at All	Negatively	Response Average
Photos that are sexual in nature.	0% (0)	29% (8)	71% (20)	2.71
Photos depicting alcohol use	0% (0)	43% (12)	57% (16)	2.57
Photos depicting drug use	0% (0)	21% (6)	79% (22)	2.79
Photos depicting inappropriate behavior	0% (0)	21% (6)	79% (22)	2.79
Miscellaneous photos	4% (1)	89% (25)	7% (2)	2.04
Political views differ from yours	0% (0)	100% (28)	0% (0)	2.00
Political views are the same as yours	0% (0)	100% (28)	0% (0)	2.00
Religious views differ from yours	0% (0)	100% (28)	0% (0)	2.00
Religious views are the same as yours	0% (0)	100% (28)	0% (0)	2.00
Message board containing profanity	0% (0)	57% (16)	43% (12)	2.43
Total Respondents				28

Table 10.1: Group B




Self reported information on Facebook is accurate.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		41.7%	5
Undecided		50%	6
Disagree		8.3%	1
Strongly Disagree		0%	0
Total Respondents			12

Table 10.2: Group C





Self reported information on Facebook is accurate.			
		Response Percent	Response Total
Strongly Agree		7.1%	2
Agree		10.7%	3
Undecided		75%	21
Disagree		7.1%	2
Strongly Disagree		0%	0
Total Respondents			28

Table 11.1: Group B



A Facebook profile gives you a sense of a user's lifestyle.			
		Response Percent	Response Total
Strongly Agree		0%	0
Agree		91.7%	11
Undecided		8.3%	1
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			12

Table 11.2: Group C





A Facebook profile gives you a sense of a user's lifestyle.			
		Response Percent	Response Total
Strongly Agree		3.6%	1
Agree		32.1%	9
Undecided		60.7%	17
Disagree		3.6%	1
Strongly Disagree		0%	0
Total Respondents			28

Table 12.1: Group B





Facebook can be used as a background checking tool.			
		Response Percent	Response Total
Strongly Agree		8.3%	1
Agree		66.7%	8
Undecided		16.7%	2
Disagree		8.3%	1
Strongly Disagree		0%	0
Total Respondents			12

Table 12.2: Group C






Facebook can be used as a background checking tool.			
		Response Percent	Response Total
Strongly Agree		3.6%	1
Agree		25%	7
Undecided		25%	7
Disagree		28.6%	8
Strongly Disagree		17.9%	5
Total Respondents			28

Table 13.1: Group B









John's self reported persona on Facebook can influence whether or not he gets the job over Bill.			
		Response Percent	Response Total
Strongly Agree		16.7%	2
Agree		58.3%	7
Undecided		25%	3
Disagree		0%	0
Strongly Disagree		0%	0
Total Respondents			12

Table 13.2: Group C

John's self reported persona on Facebook can influence whether or not he gets the job over Bill.			
		Response Percent	Response Total
Strongly Agree		3.6%	1
Agree		17.9%	5
Undecided		35.7%	10
Disagree		25%	7
Strongly Disagree		17.9%	5
Total Respondents			28

APPENDIX E. SAMPLE FACEBOOK PROFILE



[home](#)
[search](#)
[browse](#)
[invite](#)
[help](#)
[logout](#)

Jason Decker's Profile (This is you)
Iowa State



Jason Decker
Iowa State Grad Student
Share +

Sex:
Relationship Status:
Birthday:
Hometown:
Political Views:

Mini-Feed

Information
edit

Contact Info
[edit]
Email:
Mobile:

Education
edit

Education Info
[edit]
Grad School:
High School:

The Wall (7 wall posts)

View More Photos of Me (10)
Edit My Profile
Create a Profile Badge

Status
Iowa State Friends (41)
Friends in Other Networks
Photos
Notes
Groups (1)

Put a link to your Facebook profile in your email signature:
< a href="http://www.facebook.com/p/Jason_Decker/16910286" >Facebook me!

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